

MARKETING MISSOURI WINE AND SPECIALTY FOOD PRODUCTS THROUGH LABELING FOR REGIONAL IDENTITY

Final Report
December 20, 2003

Submitted to Jim Anderson, Program Director
Missouri Department of Agriculture

Elizabeth Barham-Principal Investigator
University of Missouri-Columbia
Department of Rural Sociology
200B Gentry Hall
Columbia, Missouri 65211-7040

Outline of the Issues Addressed in this Project

This project laid the research and organizational groundwork for promoting Missouri wine and associated high quality, value-added specialty food items by promoting regional identity and linking it with agri-tourism. Missouri's wine industry has experienced steady growth in sales since 1986. Over the past year, five new wineries have opened in the state, bringing the total to forty-seven. With the help of the Missouri Department of Agriculture's Grape & Wine Program, Missouri's wine producers have continually expanded their markets in the state, as well as nationally and internationally. They now appear poised for a new direction in marketing, moving them towards regional collaboration and promotion.

Besides wine production and sales, Missouri's wineries play an important role in the larger rural economy of the state. They act as connection points among several aspects of rural culture: farming (grape production), landscapes (vineyards), craft (the art of winemaking itself), gastronomy (restaurant and food businesses) and tourism (particularly agri-tourism). This project recognized their role as taste makers in the state and undertook a number of steps to help shape an initiative to encourage marketing via regional identity.

How the Project Was Approached

The project was organized around three themes addressed through a survey instrument. The first was an assessment of the economic impacts of the wine industry on the state of Missouri. Financial data was gathered in preparation for an IMPLAN input/output analysis. A second theme of this research concerned quality control by wine producers. Questions assembled by the Midwest Viticulture and Enology Center of Southwest Missouri State were included in the survey. Results will be used to prepare workshops for wine makers to improve their quality practices in regards to both fruit handling and wine making and testing controls. The final objective was to investigate how well the state's wine producers were networked socially among

themselves, as well as with producers of other local or state products that were featured in their gift shops, tasting rooms or associated restaurants. Under this objective, we also gathered information on the kinds of assistance they received from government agencies and the regulations with which they must comply with a view towards making this information more accessible. Finally, questions were included concerning their interest and willingness to participate in a new cooperative effort aimed at promoting regional tourism. The goal was to prepare for a pilot project in the state that would attempt to organize wine producers with other agricultural specialty producers and farms engaged in agri-tourism to advance a joint regional marketing project.

Contribution of Public or Private Agency Cooperators

The lead effort for the survey was carried out by Dr. Elizabeth Barham of the Rural Sociology Department, University of Missouri-Columbia. She was assisted by a Ph.D. student working under the grant, but there were other graduate students who took an interest in this project as well and contributed some efforts on their own. Over the course of the grant period, Dr. Barham assembled a multi-disciplinary team of researchers interested in undertaking projects in the pilot region chosen at the end of the grant period (a list of these participants, designated the “Experts Team,” is included in Appendix A). Many of these individuals have contributed their expertise over the period of the grant. In particular, Tim Nigh and Walter Schroeder have contributed GIS expertise to the preparation of a map of three potential regions containing wineries in the state that might serve as pilots for the project (a map of these regions, prepared cartographically by Andy Dolan, is included in Appendix B). The Experts Team was called upon as a whole to select the pilot region for the coming year, which was determined to be that of the Ste. Genevieve area along the Mississippi River.

Other public agencies involved in the project besides the Missouri Department of Agriculture include the Missouri Division of Tourism, and the Federal Bureau of Alcohol, Tobacco and Firearms (BATF).

Results and Conclusions

The primary results from the period of the grant are summarized in the following according to project goals:

Goal 1. Assess the preparedness of Missouri wineries for expanding markets through the development of regional identity

A survey of Missouri wineries was carried out that produced financial data for an input/output analysis of the economic impact of the industry using IMPLAN. One large winery in the state declined to participate, and so the financial impact data from the other wineries was used with an indication that these figures under report the actual impact of the industry on the state’s economy.

Quality control data for the wineries was gathered and will be used to prepare workshops on this aspect by the Midwest Viticulture and Enology Center. The legal and governmental context for

the wineries was assessed and plans are underway to include more information about this aspect on the Department of Agriculture's Grape & Wine Program website (including links to pertinent government sources of information).

Most significantly, the degree of cooperation among wineries themselves, as well as among wineries and producers of other products, was made clear by the survey. This information was invaluable to the Experts Team in choosing an initial pilot region because only one region, the Ste. Genevieve area, had initiated an organization of wine producers that was already active in promoting their region together. They expressed both willingness and interest in the pilot project, which can help ensure its success.

Goal 2. Publish the economic information gathered under Goal 1 in the form of a report and make it available to Missouri wineries and concerned government and regional development offices.

This report was completed and published (see Additional Information Available, below).

Goal 3. Choose a region within Missouri to be considered for an initial project for promoting marketing based on regional identity.

A map was generated with three potential regions for the pilot project. The Ste. Genevieve area was selected based on criteria compiled by the Experts Team. The map of all three regions is included in Appendix B.

Current or Future Benefits Anticipated

While this project is experimental in nature, the Missouri Department of Agriculture and the members of the Experts Team feel strongly that the possible benefits to the region in terms of increased agri-tourism revenues, regional reputation, and increased out-of-region wine sales will encourage regional collaborators to cooperate in the pilot. Plans are underway for a series of regional meetings that will help to organize and energize the regional private sector participants. Public sector players, such as county officials and state agency personnel, will be included in these meetings. Cooperative Extension agents trained in team building and strategic planning will guide portions of the meetings to encourage the emergence of a consensus on future directions for the region. Business training and additional training in quality control measures for wine production are planned. Linkages will be made to the results of another research project undertaken by Dr. Barham which identified chefs in St. Louis who purchase and seek out "local" foods for their restaurant menus. A promotion will be designed by the Division of Tourism to encourage more visitation to the region by offering a map of winery locations along with other agri-tourism sites and places to taste regional specialties (shops as well as restaurants). A cultural assets assessment related to food and food history is planned for March, 2004. Efforts in the region will be directed at promoting a sense of regional identity and pride, encouraging cooperation on a regional basis, and developing a reputation for a regional cuisine of outstanding value.

By developing the participation of the Experts Team in the project, a mechanism was put in place to obtain needed ongoing expertise for the pilot. However, perhaps a more important goal in forming this team was to activate researchers to pursue outside grants for research in the pilot region related to their field of interest. Several such grants are under development, and it is anticipated that as the pilot proceeds there will be future opportunities for multidisciplinary research related to the needs of the region. If successful, the pilot region will serve as the basis for the establishment of more regions in Missouri. It is also hoped that this effort will be replicated in other locations in other states. Dr. Barham has recently learned that as a result of a presentation given on the project a similar effort is underway in a region that touches Iowa, Minnesota and Illinois.

Additional Information Available

Dr. Barham has given PowerPoint presentations on this project to numerous academic groups as well as to the Midwest Regional Grape and Wine Conference on February 9, 2003. This PowerPoint can be made available upon request (BarhamE@missouri.edu).

The key document produced by this project will be available in PDF format on the Missouri Department of Agriculture Grape & Wine Program website as well as through the USDA FSMIP website. Citation information for this publication is as follows:

Barham, Elizabeth. 2003. *Missouri Wineries: Present Status and Future Scenarios*. Final report for Federal-State Market Improvement Program of the US Department of Agriculture (Agreement 12-25-G-0369), produced in collaboration with the Missouri Department of Agriculture. Columbia, MO: University of Missouri.

Contact for More Information

Elizabeth Barham
Food, Environment and Society Program
Department of Rural Sociology
200B Gentry Hall
University of Missouri, Columbia 65211-7040

Phone: (573) 882-7302
Fax: (573) 884-4444
Email: BarhamE@missouri.edu

Appendix A

MARKETING MISSOURI WINE AND SPECIALTY FOOD PRODUCTS THROUGH LABELING FOR REGIONAL IDENTITY

Experts Team Meeting: December 11, 2003

Invited Participants:

Jim Anderson

Program Coordinator

Missouri Grape & Wine Program
MO Department of Agriculture

Robert Bailey

Leader, Ecosystem
Management Analysis Center
USDA Forest Service
Fort Collins, CO

Elizabeth Barham

Assistant Professor
Food, Environment and Society Program
MU Department of Rural Sociology

Glenna Burre

Special Assistant to the Director
MO Department of Agriculture

Shu Cole

Assistant Professor
MU Parks, Recreation & Tourism

Murli Dharmadhikari

Director
Midwest Viticulture and Enology Center
Southwest Missouri State

David Diamond

Director
MO Resource Assessment Partnership
(MORAP)
MO Department of Conservation

Andy Dolan

Masters candidate
MU Department of Geography

Bill Elder

Extension Associate Project Dir
Office of Social and Economic Data
Analysis (OSED) - MU

Susan Flader

Professor of Environmental History
MU Department of History

Matt Foulkes

Assistant Professor of Geography
MU Department of Geography

Carol Fulkerson

Administrative Assistant
MU Department of Rural Sociology

Michael Gold

Research Associate Professor
Center for Agroforestry
MU Department of Forestry

Lisa Higgins

Director
MO Folk Arts Program

Peter Hofherr

Deputy Director
MO Department of Agriculture

Lewis Jett

Assistant Professor
MU Agricultural Extension –
Plant Sciences

Mike Kaylen

Associate Professor
MU Department of
Agricultural Economics

Kathryn Keeley

East Central Agronomy Specialist
University of Missouri Outreach
and Extension Program

Mary Leuci

Community Development Program Leader
MU Community Development
Extension Program

Bernard Lewis

Assistant Professor of Forestry
MU School of Natural Resources

David Lind

Graduate Research Assistant
MU Department of Rural Sociology

Robert Mosley

Director, Industry Operations
Bureau of Alcohol, Tobacco and Firearms
Kansas City Field Division

Bridget Murphy

Ph.D. Candidate
MU Department of Rural Sociology

Morgan Mundell

Extension Associate
MU Community Policy Analysis Center

Tim Nigh

Planning Specialist/Ecologist
Missouri Department of Conservation

Joe Parcell

Assistant Professor
MU Department of Agricultural Economics

Bud Reber

Regional Director, East Central Region
University of Missouri Outreach
and Extension Program

Julie Rhodes

Senior Research Specialist
Center for Agroforestry
MU Department of Forestry

Walter Schroeder

MU Department of Geography

Frank Seibert

Director
Missouri Small Business
Development Center

John Shopland

Project Leader
Missouri Place Studies Project
MU College of Agriculture, Food
and Natural Resources

Appendix B

Map of Potential Pilot Areas For Development of Missouri Wine Regions

